



## Confirmation Manager & Call Center Playbook



**"The conversion of a lead to a quality run appointment is the lifeline of any Home Improvement business."**



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## WELCOME FROM MICK, OWNER AND PRESIDENT

Welcome to Gutter Covers International! We wish you a long and lucrative career with us. Inside this manual are all the tools you need to become a successful caller and confirmer within our Phone Team.

Gutter Covers International has a core focus on our valuable customers.

GCI provides homeowners with gutter topper product solutions. We partner with a "best of the best" network of dealers that have a demonstrated reputation for quality, reliability and customer service.

Our commitment to quality begins in our factory and carries to your home. To us, it's more than new gutters, it's your dream home and we want to do everything we can to make your home and experience wonderful.

We run our business with honor, integrity and dignity. At GCI, we are in business to change business. We see our work as an amazing opportunity to transform the gutter covers industry with our products and corporate sustainability. We put our customers first and always stand behind our work and products.

A handwritten signature in black ink, appearing to read "Mick", with a stylized flourish extending from the bottom left.

Mick  
**Owner and President**  
**Gutter Covers International**

If you have any questions or need any help, contact us at \_\_\_\_\_.

## SERVICES

Company Name: \_\_\_\_\_

**Mission** - “To provide the highest quality products on the market for roofing and gutter challenges while providing world-class customer service to boost our dealer’s success.

**THE LEAF  
TERMINATOR®**  
Outthinking Mother Nature™

**Gutter  
Topper®**  
When It Pours, It Reigns.®

**NEEDLE GUARD™**  
FOR THOSE ... LITTLE THINGS IN LIFE.

**THE  
SOLUTION®**  
The Cost-Effective Gutter Protection System™

**TOP  
GUARD**

**THE  
VERSATILE  
SOLUTION™**

## 5 ROLE OF YOUR CONFIRMATION MANAGER AND CALLERS

This Playbook will provide specific training and scripts on how to give information, ask specific questions, and respond to customer questions, in order to set up quality In-Home Consultations for your Sales Representatives (Dealers).

***“While you can’t generate a sale on the first phone call with a potential customer, you can certainly lose one if the call isn’t handled properly.”***

The person answering an inbound call is the first point of contact between your Dealership and a potential customer who could end up spending thousands of dollars with our business, so they need to be treated accordingly.

***The primary responsibility of the Callers and Confirmation Manager is to schedule and confirm QUALITY Free In-Home Consultations for our Sales Representatives (Dealers).***

Callers serve as the intermediary between your Marketing Department and the Sales Representative (Dealer). They act as a bridge for our customers. It allows our customers to contact us or be contacted by us and have a caller set them up with an appropriate and convenient time for a Sales Representative.

The Call Center Team ensures that all of our marketing efforts are maximized and that no lead falls through the cracks. It can be looked at as mining for gold. The “Lead List” is “the river”, and you have to work that list to pull out the nuggets of gold.

The harder you work, then, the more gold you pull out, i.e., the more outbound calls you make, the more In-Home Consultations you will set, and the more money you will make!

## CONFIRMATION MANAGER - JOB POSTING

### Company Description

(Your company) provides homeowners with gutter topper product solutions. We partner with a “best of the best” network of dealers that have a demonstrated reputation for quality, reliability and customer service.

(Your company) is a growing Gutter Covers company that is currently seeking an experienced Call Center Manager for our (your city/state) office.

### Requirements

Qualified applicants will have excellent computer and communication skills, Call Center or Inside Sales experience, Customer Service experience, be available to work evenings and weekends, and be able to resolve conflicts and issues. Previous Management Experience is a plus!

### Job Description

1. Schedule and confirm appointments
2. Hire, train and manage Call Center Representatives
3. Answer inbound calls and make outbound calls
4. Provide Customer Service
5. Manage sales reps schedules
6. Achieve weekly and monthly quotas

We offer a weekly salary plus commission based on quality appointments. Please email your resume to (business representative) at (email or phone) to schedule an interview for this immediate opening.

## CONFIRMATION MANAGER ROLE

Confirming Set Appointments to Issued (Run) Appointments is one of the most important tasks in our business. It is important to verify the appointment to make sure it fits all of the necessary criteria, before it is issued to a Sales Representative. But it is also crucial to do so in a way that does not anger or alienate the potential customer.

### The purpose of confirming all set appointments is to:

- Verify we can complete the scope of work the customer wants done.
- Verify that we will be meeting with the “owners” of the property, not renters, landlords, relatives, etc.
- Verify that the Homeowners have 45-60 minutes set aside for the consultation.
- Verify that ALL homeowners, residents, members of the household will be attending the appointment at that specific time.
- We have the correct information to give to the Sales Representative such as address, names, phone number, product interests, etc.

It is important to be firm when necessary to determine if a lead can be issued. But it is also critical to remember that we are in the process of earning future business from our prospects.

## CONFIRMATION MANAGER COMPENSATION

Salary of **\$400-\$600 per week**

Commissions on net revenue kicks in only after your break-even point is reached per month (You can't pay overrides if you're not making a profit!!)

**1/2%** of net revenue on set appointments they just confirmed

**3/4%** of net revenue on raw leads they converted to set appointments

**1%** of net revenue on a fully run month (All appointment slots full with run appointments)

## CALL CENTER REPRESENTATIVE - JOB POSTING

### Company Description

(Your company) provides homeowners with gutter topper product solutions. We partner with a "best of the best" network of dealers that have a demonstrated reputation for quality, reliability and customer service.

(Your company) is a growing Gutter Covers company that is currently seeking an experienced Call Center Representative for our (your city/state) office.

### Requirements

Qualified applicants will have excellent computer and communication skills, Call Center or Inside Sales experience, Customer Service experience, be available to work evenings and weekends, and be able to resolve conflicts and issues.

### Job Description

1. Schedule and confirm appointments
2. Answer inbound calls and make outbound calls
3. Provide Customer Service
4. Achieve weekly and monthly quotas

We offer a competitive hourly wage plus commission based on quality appointments. Please email your resume to (your name) at (your email) or call XXX-XXX-XXXX to schedule an interview for this immediate opening

## CALL CENTER REPRESENTATIVE COMPENSATION

Hourly rate of **\$10-\$15 per hour** (based on experience)

Commission is based on Demos (All homeowners attend the appointment, the Sales Representative (Dealer) had enough time to do a Demonstration and present pricing constitutes a Demo)

**\$5 per Demo** on a raw new inbound lead

**\$10-\$20 per Demo** on any outbound lead

## CALL CENTER TARGET METRICS

- Issue 10 appointments per Sales Representative per week (2 per day)
- **60 Dials** per hour per caller
- **35%** conversion from Raw Lead to Set Appointment
- **80%** conversion from Set Appointment to Issued Appointment
- **80%** Demo Rate on all Issued Appointments

## TYPES OF LEADS

**Inbound Leads** - These are customers that are calling from any marketing lead source.

Phone Team Responsibilities: These phone calls should never be missed. They should also be handled politely, but firmly. We can never forget that people have many options when it comes to choosing companies to work with, but with inbound leads we are able to screen the leads slightly more than with an "outbound" lead.

**Internet Leads** - The customer has submitted an online inquiry request for a Consultation form from either our website, or from other web sites which primarily act as lead collection services.

Phone Team Responsibilities: Call them quickly! All Internet leads must be contacted within a few minutes whenever possible, and immediately would be even better. They must be called frequently and numerous times until you get ahold of the customer. On average, contact will not be made on an Internet lead until the 9th or 10th time. Be sure to vary the times of day, and the outbound number from which you are calling for optimum success.

**Reset Leads** - These are prospects who had a previous appointment for a Consultation, but the appointment was either never confirmed or was cancelled by the prospect or the company for varying reasons.

Phone Team Responsibilities: These leads should also be called frequently. The idea is to just simply "put the customer back on the schedule" as a courtesy.

**Call Back Leads** - These are prospects who expressed interest in our company, but did not sign up for a Consultation. Perhaps, they did not have immediate availability in their schedule to accommodate the appointment, or they were in the process of moving into the home, etc.

Phone Team Responsibilities: You never know when a customer will decide to finally have us out for a consultation, so it's important to stay in contact with these customers. Since they never had an appointment with us previously, they may require extra screening to ensure that all criteria is met for a Consultation.

**Rehash Leads** - These are prospects that have already had a Consultation meeting with one of our representatives but DID NOT purchase any of our products.

Phone Team Responsibilities: We like to make sure we never let a potential customer slip through the cracks. In order to ensure this sometimes we make a second trip out to a prospect to make sure there we made every effort at earning their business. A "rehash" appointment sells at a very high rate.

**Previous or Existing Customers** - These are customers who have purchased some product or service from us in the past.

Phone Team Responsibilities: These leads need to be handled the most delicately. Our reputation as a company hinges on our treatment of past customers. Our goal is to gently deliver the message that we have additional products that may benefit them or that we would like to make sure that they have no other needs for our services at this time. These "Previous Customer" appointments close at the highest rate of all and are considered very valuable.

## NOTES





## SCRIPTS

### INBOUND LEAD SCRIPT – COLLECTING THE CUSTOMER’S INFORMATION

Thank you for calling \_\_\_\_\_ this is \_\_\_\_\_ how may I help you?

(No matter what the customer says they need, you say...)

Ok, I can help you with that, let me be the first to welcome you to (your business)...do you have a few minutes for me to get some information?

Can you please spell your first and last name for me?

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Is there another Homeowner such as a Spouse or Significant Other that I can add to the account?

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

What is your address?

Street: \_\_\_\_\_

City: \_\_\_\_\_ Zip: \_\_\_\_\_

We always call (24/48 hours) prior to confirm your appointment, so what is the best phone number to reach you at?

Home: \_\_\_\_\_ Cell: \_\_\_\_\_

Who may I thank for referring you to us? \_\_\_\_\_.

(If it is a customer referral say)...I'll make sure our Sales Representative shares our Referral Rewards Program with you during your Consultation, since a lot of our customers come from referrals.

(If it's not a customer referral) ask, how did you hear about us? Check One

Internet      TV      Radio      Newspaper      Events/Shows      Direct Mail      Coupon Book

How long have you and (spouse, significant other, partner) owned the home?

\_\_\_\_\_ years

When the home was built? \_\_\_\_\_

Can you tell me a little bit about your project and what you were looking to get a quote on? Check One

GutterTopper      Leaf Terminator      Needle Guard      Versatile Solution      The Solution      Top Guard

What kind of problems are you having with your gutters?

Based on the information you provided we can certainly have one of our Sales Representatives come out on a Free Consultation.

## INBOUND LEAD SCRIPT - EXPLAINING THE "VALUE OF THE VISIT," THEN ASKING FOR 2 COMMITMENTS

### 1. Obtaining the Commitment of 45-60 minutes for the Consultation

When our Sales Representative comes out, we are going to first sit down with you and tell you a little bit about our company, who we are and what we do. Then our Sales Rep will need to go look at your gutters. After that we will go over all of the options we have. Once you've picked out everything you want, we will leave you a price that's good for (\$XXX). So we just ask that you set aside 45-60 minutes for the consultation, it could take a little bit less, it could take a little bit more, it just depends on how many questions you have for them. Fair enough?

*(If the customer can't commit to set aside that much time, go to Rebuttals).*

### 2. Obtaining the Commitment of ALL Homeowners/Parties attending the Appointment

Due to everything at (your business) being custom made, this always leads to a number of questions. We are the type of professional company who wants to make sure we answer each customer's questions in front of them so they feel satisfied with our answers. In order for us to provide you with an exact quote to the penny all of these questions have to be answered at that time, so we just ask that both of you attend the appointment. We are more than happy to schedule a time that is convenient for both of you. Fair enough?

*(If the customer can't commit to ALL parties attending, go to Rebuttals).*

*\*\*To avoid getting negative reviews written on the internet about you not being willing to come out and meet with only One Party, it is very important that your callers know the rebuttals by heart, and in what situations to use them. You don't want to lose future leads because of what potential customers view on the internet.\*\**

## INBOUND LEAD SCRIPT - CLOSING AND SETTING THE APPOINTMENT

*\*\*Your goal is to set the appointment within 5 days of the day you are speaking with the customer, with 1 or 2 days out being the best option. If you set appointments more than 5 days out, it has a 50% chance of cancelling upon confirmation. You need to remain in control of your appointment calendar and start out by only giving the customer available appointment slots that are within 5 days.\*\**

*(Ask the customer this question, then provide appointment dates/times)*

What is the best TIME of day for you and (Mr./Mrs.) \_\_\_\_\_ morning, afternoon or evening?  
(You will get responses like, "we both work until 5pm on the weekdays so it has to be a weekday evening, or on a Saturday."  
OR "We are retired so you can come out whenever.")

*(If they are retired: NEVER offer an evening or a Saturday appointment. You want to keep those spots open for people who work. Offer them only a morning or afternoon time because those are the toughest to fill.)*

*(Based on what time of day the customer tells you works best for both of them, check your Appointment Calendar and give the customer the next two available options.)*

I have a 6pm on Tuesday, or a 6pm on Wednesday, do either of those work for both of you?

*(If the customer says neither of those work, offer the next available day/time.)*

Ok, I have a 6pm on Thursday available, would that work for you?

Yes. That would work for both of us.

*(The only time it's ok to set an appointment outside of 5 days is if the customer gives you a legitimate excuse of why they can't make it, such as a vacation, or being out of town on business. If the customer needs to get their project done, but has that excuse, those appointments will usually hold and are ok to set.)*

## **INBOUND SCRIPT - REMINDER ABOUT CONFIRMATION CALL AND GET THEIR EMAIL**

(Once you have the appointment set, remind them of the date and time, let the customer know that you're very busy to create urgency, and encourage them to keep the appointment slot.)

Thank you Mr./Mrs. (last name) we look forward to seeing you and Mr./Mrs. (last name) on (Appointment Day) at (Appointment Time) at your address (their address). Our Sales Representative typically run three appointments in a day and we are booked solid right now because of our promotion, so with them making a special trip to show our unique products and services, you'll definitely want to keep this appointment date and time.

*(Remind the customer that you will call them either 24 or 48 hours prior to their appointment.)*

We always call everyone (1-2) business day(s) prior to their appointment to confirm that that day and time still work out for both of you. If we don't reach you, we will leave a message, but we HAVE to hear back from you in order to send our Sales Rep out. You wouldn't want them to drive all the way out there, knock on the door, and no one is home, wouldn't you agree? If for any reason you're not able to keep this appointment slot, please call us at (your phone #) and we will happily reschedule your appointment.

*(In order to collect more customer's email addresses, you need to give them a reason to give it to you. If you provide them with something of value to them, they will be more likely to give it to you. Don't just ask...what's your email?...or...Do you have an email? Most customers will then ask you, why do you need that? Use the phrase below if you have the ability to send out emails after an appointment is confirmed via phone.)*

I can also send you a link to our website, where you can look through all of the options before our Sales Rep comes out. This will allow you to go through all the products to pick out what you like...what email address should I send this link to?

Great! We look forward to meeting you BOTH on (Day) at (Time) AM/PM. Have a great day!

## **INTERNET AND EVENTS/SHOWS - REQUEST FOR A CONSULTATION SCRIPT**

Introduction:

Hi my name is (your name) and I'm calling from (your business), may I please speak with Mr./Mrs. (last name)  
Good (morning / afternoon / evening) How are you doing today?

Great, I recently received an online inquiry from you requesting some additional information about our gutter cover products. I am just calling to follow up on your request. Do you have a few minutes for me to get some information?

*Go to "Collecting the Customer's Information" page and follow the process to set an Appointment.*

## EVENT AND SHOW CALL TO SET LEAD

Introduction:

Hi my name is (your name) and I'm calling from (your company), may I please speak with Mr./Mrs.(last name)? Good (morning / afternoon / evening). How are you doing today?

Great, the reason I'm calling is because you spoke to one of our Representatives at the (name of Event/Show) and my notes indicate that you were really interested in the (product) – or – that you have some problems with your existing gutter covers.

I just wanted to follow up with you and let you know that we have an unbelievable promotion of (\$XXX) off (gutter covers product) right now, so I'd like to collect some more information and see when we can set up a Free Consultation so you can take advantage of this promotion. There is no obligation and when our Sales Representative comes out they will be able to apply the promotion and give you a price to the penny.

*Go to "Collecting the Customer's Information" page and follow the process to set an Appointment.*

## CONFIRMATION SCRIPT – TWO PARTIES IN HOUSEHOLD

Introduction:

Hi, my name is (your name) and I'm calling from (your company), is Mr./Mrs. (last name) available?

I'm just calling to confirm some of the information before our scheduled visit for tomorrow at (time) AM/PM.

I have your address as (full address) and my notes indicate that we are coming out there to look at (customers' scope of work...read the notes the original caller took about what they want done to confirm the customer tells you the same thing, or if the other homeowner answers the confirmation call, they confirm what their spouse/significant other told you when you initially set the appointment).

### Reconfirm Scope of Work

Do you currently have gutter covers?

### 2 Commitments Confirmation

Ok, great, and I just wanted to confirm that you have 45-60 minutes set aside for the appointment, you don't have any plans that would interfere with that time frame?

*\*\*\* ANYTHING other than a YES or ABSOLUTELY means NO – Resort to Rebuttals\*\*\**

Ok, thank you, and because all of our products are custom made and we want to be able to answer everyone's questions, I just wanted to make sure that tomorrow at (time) AM/PM works for both you and Mr./Mrs. (last name) to attend the appointment?

*\*\*\* ANYTHING other than a YES or ABSOLUTELY means NO – Resort to Rebuttals\*\*\**

Perfect!

Well thank you for your time and courtesy, we look forward to seeing both you and Mr./Mrs. (last name) tomorrow at (time) o'clock.

## CONFIRMATION SCRIPT – SINGLE HOMEOWNER

Introduction:

Hi, my name is (your name) and I'm calling from (your company), is Mr./Mrs. (last name) available?

I'm just calling to confirm some of the information before our scheduled visit for tomorrow at (time) AM/PM.

I have your address as (full address) and my notes indicate that we are coming out there to look at (customers' scope of



work...read the notes the original caller took about what they want done to confirm the customer tells you the same thing they originally told you).

### Reconfirm Scope of Work

Do you currently gutter covers?

### 2 Commitments Confirmation

Ok, great, and I just wanted to confirm that you have 45-60 minutes set aside for the appointment, you don't have any plans that would interfere with that time frame?

**\*\*\* ANYTHING other than a YES or ABSOLUTELY means NO – Resort to rebuttals\*\*\***

*(Sometimes customers will want to have a son, daughter, family member, or friend attend the appointment with them so ask...)*

My only remaining concern is since you own the home entirely by yourself, is there anyone else, such as a relative, family friend, or significant other that will be attending the appointment to provide feedback you might value during the course of the appointment?

*(If they say yes, ask their relative, family friend, or significant other's name so your Design Consultant is aware that someone else will be there.)*

Perfect!

Well thank you for your time and courtesy, we look forward to seeing both you and (family/friend's name) tomorrow at (time) o'clock.

## DEFINITION OF AN APPOINTMENT

In order for our Sales Representative to be set and confirmed, all of the following criteria must be met:

- Must be within our geographical territory
- Customer has a want / need for a product or service we offer
- We strongly encourage and prefer that all parties be present (husband and wife is most common but it could be another homeowner, significant other, partner, or relative, etc.)
- Have enough time (45-60 minutes) set aside for us to perform a Consultation

## WHEN TO SET APPOINTMENTS

Monday – Friday \_\_\_AM \_\_\_MID \_\_\_PM

Saturday \_\_\_\_\_AM \_\_\_\_\_MID

Whenever possible, always try to fill morning and afternoon time leads first. These are the hardest time slots to fill. Any retired couples or people that can meet during the day should only be offered an AM or MID day slot.

- Saturdays are very valuable time slots. Some customers are simply not available at all during the week. They should be offered an evening time slot first, and if that won't work, then offer a Saturday time slot.
- Always attempt to schedule within 48 hours whenever possible.
- Appointments scheduled more than 5 days out have a 50% chance of canceling so you must remain in control of your Appointment Calendar and offer days and times that are available within that time frame.
- Don't be afraid to answer customer's questions and provide basic product knowledge to get them excited about the appointment.
- Try to evenly fill all spots on the calendar and do not overbook any one time period unless told specifically to do so.
- Be aware that not all leads will confirm so if your Manager allows you to overbook, you can.

## QUESTIONS & ANSWERS

**Question:** What do I do if I need a new roof?

**Answer:** Because of the method of installation, your gutter protection should be removed before your old roof is taken off and your new roof installed. Proper installation is critical to your gutter protection's performance, so it is important that the product be taken off and re-installed by the authorized retailer that originally installed the product. Your authorized retailer will also clean the gutters of any leftover roofing material before your gutter protection is re-installed. Now there may be a service charge associated with this work, much like there would be if you needed a satellite dish removed from your roof before a new roof is installed.

**Question:** Why do I get icicles when I've never had them before?

**Answer:** Icicles are not caused by your gutter protection; in fact, icicles are an indication that your gutter protection is working. Here's what happens: as you know, heat rises. If you have inadequate insulation in your attic and/or little or no ventilation in your roof, the heat from your home rises and heats up the attic area. That heat then warms the roof and with the help of the sun, starts to melt the snow sitting on your roof. As the water trickles down, it comes in contact with the cold aluminum of the gutter protection and re-freezes. Eventually, those small trickles of water become icicles. But remember, without gutter protection, where would that water go? Into your gutter where it would re-freeze, buildup and add considerable weight to the gutter, which could cause the gutter to pull away from the fascia or gutter board. See next question.

**Question:** What is ice damming and what causes it?

**Answer:** An ice dam is a ridge of ice that forms at the edge of the roof and prevents melting snow (water) from draining off the roof. The water that backs up behind the dam can leak into a home and cause damage to walls, ceilings, insulation and other areas. Ice damming is caused by different temperatures on different areas of your roof. Remember how we talked about icicles above and what causes them? Well the same theory applies with an ice dam. Heat loss from the home causes the snow on the roof to melt and then re-freeze when it rolls down the roof and hits the cold aluminum of the gutter or gutter protection. So how do you prevent ice damming? Adequate insulation in your home preventing the warm, moist air from flowing into and heating up the attic. Also roof ventilation will help in maintaining uniform roof temperatures. You can find additional information on the internet simply by typing in "ice damming."

**Question:** With gutter protection, it is installed & forgotten, right?

**Answer:** Not quite. If anyone tells you there is a gutter protection product that is totally maintenance free, they are not being truthful with you. Of all the gutter protection products out there, NOT ONE is maintenance free. Now, there are some that require less maintenance than others. Generally, the least amount of normal maintenance is to clean off the product twice a year, especially if you have a hooded product. These products work on a principle of physics called surface tension. Keeping the front nose clean will help ensure proper performance. Perforated products should be checked twice a year as well. Your Gutter Topper retailer may offer a service plan, which would then make your gutter protection totally maintenance free, at least as far as you are concerned!

**Question:** What happens if a big storm causes hail or wind damage?

**Answer:** Unless the hail has severely damaged your gutter protection, the product should continue to perform as before. Your Gutter Topper retailer can inspect the product and let you know. It would be rare if your gutter protection suffered wind damage. The product was independently tested and certified to withstand 110 mph winds with no lift or separation from the gutter. If your product needs to be replaced, make sure you use an authorized Gutter Topper retailer and beware of storm chasers.

**Question:** What's a storm chaser?

**Answer:** A storm chaser is a "fly-by-night" contractor, who will pretend to be an authorized retailer of a product. After he gives you an estimate for repair, and your insurance company has approved a settlement, he will take off your current product and replace it with an inferior one, that costs him much less. When you discover the product is not working properly, that contractor is no where to be found. Make sure you use a reputable and authorized retailer.

**Question:** You said the product was tested. Tested for what?

**Answer:** All of the products manufactured by Gutter Covers International have been independently tested and certified. The key words here are “independently tested and certified.” That means someone else tested the product so there was no chance of the results being skewed in our favor. If the product failed, the product failed, and that’s what would be reported. Of course, the product didn’t fail. In fact, it passed with flying colors. We told you about the wind test - 110 mph winds with no lift or movement. It was also tested and certified to handle 22 inches of rain per hour. That’s 44 feet of rain in one day - more than Hurricane Katrina dumped on New Orleans! It was also tested and certified to withstand 1200 pounds of weight per square foot. That’s comforting to those of us who have to deal with snow and ice.

**Question:** I was told that attaching the gutter guard to my roof will void my shingle warranty or allow my roof to leak. Is that true?

**Answer:** The gutter protection is attached with deck screws, not nails, and those screws are then covered with a protective sealant. It will NOT void your shingle warranty. But don’t believe us - ask the shingle manufacturers. Two of the largest shingle manufacturers in the United States answer that question.

**Question:** Where is the product manufactured?

**Answer:** We’re proud to say our products are manufactured right here in the good old U.S.A. Our 43 thousand square foot manufacturing plant is located just outside of Cincinnati, Ohio. The product is formed with sophisticated digitally controlled roll forming machines and each piece is personally inspected and approved by specially trained employees. In fact, they initial each and every box showing that they stand behind the product’s integrity.

**Question:** How does it work?

**Answer:** It’s a principle of physics. When it rains, the water runs down your roof and over the gutter protection. The water then goes right around the specially designed nose of the product, right into your gutter. Try this: take a glass of water and hold it over the sink. Now, slowly tilt the glass until the water starts running over the side. What does the water do? It runs down the side of the glass before it drops off in to the sink. Same thing here.

**Question:** Do you have colors to match my roof or gutters?

**Answer:** We have a variety of colors that will match almost any roof or gutter. In fact, you can see how the product will look on your house by using our online Color Selector.

**Question:** What does the product warranty cover?

**Answer:** Gutter Topper carries a lifetime, limited transferable performance warranty and a 20-year materials warranty. There are some terms and conditions, as in any warranty.

**Question:** Will this work on any type of roof or gutter?

**Answer:** In most cases, Gutter Topper can be installed on any type of roof or gutter. The product was designed to work with all types of roof designs and gutter systems. To be sure, contact the local Gutter Topper representative in your area. Contact a retailer near you.

## REBUTTLES

### Not Interested

Mr./Mrs. (last name), I understand what you are saying, may I ask what might have changed your mind from the time you filled out the (Web request form/contest entry form) until now??

*Go to appropriate rebuttal based on customer response.*

### Not Interested Right Now – Call me back next week/month/year

I can definitely do that for you, but I DO want to point one thing out to you. We have an amazing promotion going on right now, this week. I cannot guarantee that the price you receive at a later date will be as low as the one we could provide you within the next few days. It could be a substantial difference. Let’s try to find a time in the next few days that would work for you. We have openings that can accommodate even the busiest person’s schedule.

*Go to “Closing and Setting the Appointment” page.*

**Not Interested – No specific reason**

That's understandable. When I called you today I knew that you weren't in the market to do this right now. Can I ask you a couple questions before we hang up?

- What year was your house built?
- Do you know if it is the original gutters?
- What kinds of problems are you having with your existing gutters?

Well based on what you've told me Mr./Mrs. (last name) it sounds like you could really benefit from just taking a look at our (product). The visit to your home only takes about 45-60 minutes. The Sales Representative will be able to leave you with a written price quote for your records.

The nice thing is that it doesn't cost you a thing and you'll find there is no high pressure sales tactics. I think you'll find it very informative and beneficial to your future Home Improvement plans. Let's go ahead and get someone out there.

*Go to "Closing and Setting the Appointment" page*

**"I didn't fill out any Entry Form"**

Really Mr./Mrs. (last name)? I have a form here with all your information and a signature. It was filled out at (event) on (date). We do find that some of the cards we receive are filled out by spouses, children and other family members or friends. Whoever put your name in must have thought you could use a new (product). Let me go ahead and process your entry form to get you officially entered. What kind of problems do you have with your existing gutters?

*Go to "Closing and Setting the Appointment" page.*

**"What can I win? / When is the drawing?"**

Answer the customer's questions based on the contest rules and immediately go back to where you left off in the script.

**"Do I have to get an Estimate to be eligible for the drawing?"**

Absolutely NOT Mr./Mrs. (last name)! Getting the estimate and additional savings are just an added benefit to entering our contest. It does not increase or decrease your chances of winning. It really just gives you a better idea of what you may want down the road when you do decide to move forward with this kind of project and what it would cost you.

*Go to "Closing and Setting the Appointment" page.*

**"How much does it cost?"**

That's a great question. I'd love to give you a price, but there are just too many variables. All of our products are customized other options you pick and choose will reflect the actual price of the project. What is great about our company Mr./Mrs. (last name), is that we carry a full line of products covering everyone's needs and budgets. Best of all, we don't charge you for the visit. It doesn't hurt to take a look! Let me go ahead and have one of our Sales Representative come out see you. I promise, you won't regret it.

*Go to "Closing and Setting the Appointment" page.*

**"I don't have 45-60 minutes – Why is it going to take that long?"**

Mr./Mrs. (last name) we know your time is very valuable and I can understand your hesitation. Let me explain what will happen when we come out: Our Sales Representative is going to share a little bit about our company with you, who we are and what we do. Then we allow you to pick and choose from all the options available and leave you an exact written price quote. This we do completely free of charge for you. It could take a little bit less, it just depends on how many questions you have. Wouldn't you say that 60 minutes is worth the possibility of saving yourself hundreds of dollars in the long run? Great!

*Go to "Closing and Setting the Appointment" page*



**Why do you need that information? (Cell # / Names / etc.) for contest**

If you are one of our lucky winners we just want to be sure we can get in touch with you or the other party in a timely fashion. If we can't reach the winner in a designated time frame per the rules of the contest, we have to forfeit the prize to the next person the list. I'd hate to see that happen to you. All this information is kept completely confidential within our company only.

*Go back and ask them the question again.*

**Mr. or Mrs. specifically says to you "they can make the decision"**

Mr./Mrs. (last name), no one is saying that you have to make a decision at the time of your Free Consultation. I'm sure that you're more than capable of making the decision when that time comes. All we are asking for is that all homeowners attend the initial visit, so that we can go over all the custom options that each of you need to pick out and agree on, answer all of your questions, so that we can get you an exact price in writing. At that point the ball is in your court and you can decide when the time is right for you to pick the appropriate remodeling company.

*Go to "Closing and Setting the Appointment" page*

**Adamant 1-Leg, Spouse/Significant Other won't be there**

I understand, but let me just mention that having both of you available for the appointment will benefit you because all of our products are customized and there are several colors and options to pick and choose from. Also, we have been to homes in the past where the husband or wife said that they didn't need their spouse to be there, but during the actual process of designing and selecting options they found that they or the designer had a question that one or the other could not answer.

This actually results in us making 2 or 3 trips back to the home to get talk to that other person, which ends up wasting more of YOUR time. So you see Mr./Mrs. (last name), we just want to ensure that everyone involved has the same opportunity to ask specific questions so we can provide both people with the appropriate answer.

If a customer does decide to contract with us at some point, we strive for 100% customer satisfaction from both parties, so we just want everyone to be happy with what they end up getting.

*Go to "Closing and Setting the Appointment" page*

**NOTES**



# OUTBOUND SCRIPTS

## Previous Customer or Existing Customer

### Introduction

Hi, Mr./Mrs. (Customer's last name) this is (your name), calling from (your company's name). We are the company that installed your (insert installed products here) (months OR years) ago.

I'm just calling to do a courtesy follow up with our previous customers. I know you're probably busy so I'll be brief. While I have you on the line, I just wanted to confirm your address and zip code. Our files indicate that you are at (address, zip code). (If different, update in your CRM)

Since it has been (months/years) since your (insert installed products here) was installed, I also wanted to check and make sure everything was still great with the (product)?

Great, we are so glad to hear that! We have a great promotion going on right now where you can save (\$\_\_\_\_) off your gutter covers project until (expiration date).

## Product Qualification

Do you have any gutter covers that you were considering in the future so you can take advantage of this great offer?

(If response is positive)

What kind of problems are you having with your current gutter covers?

(Make sure it is a service we offer)

Are they the original gutters from when the home was built?

Thank you for that information. Well since the (\$\_\_\_\_) promotion expires at the (end of the month), it is time sensitive. It would be best for me to set you up with a Free Consultation, where our Sales Representative can come out and get you a quote to the penny on your project. There is no obligation and your quote will be good for (however long you lock in your quotes).

*Go to "Explaining the Value of the Visit" page and Set Appointment*

## NOTES

## REHASH SCRIPT

Hello, this is (your name) with (your business) may I speak with Mr./Mrs. (last name). The reason that I'm calling is because you recently had one of our Sales Representatives out to provide you with a quote for (whatever product was priced by the Consultant). Since customer service is very important to us and we are constantly striving to improve, would you mind if I ask you a few quick questions about the appointment?

1. Did the representative arrive on time for the appointment?
2. Did he / she present himself / herself in a professional manner?
3. When he / she presented the product, did it meet your expectations?
4. What was your favorite part of the presentation?
5. What was the least enjoyable part of the presentation?
6. Did they offer you a promotion? If so, which one?
7. And finally, what was the reason we were not able to earn your business?

### **Objection: "Price, or Monthly Payment was not affordable for the customer"**

Well that is actually what I wanted to speak with you about. We are confident that we can install gutter covers that will fit into your budget. The best part is that it will only take 20 minutes of your time, since most of the groundwork is already completed. Our Sales Representative would like to come to your home, confirm that the previous measurements are accurate, and offer you additional savings on your first quote. Knowing that this additional savings could be substantial, what time is better for our Sales Rep to come out and meet with you, mornings, afternoons, or evenings?

## **REHASH OBJECTIONS AND REBUTTALS**

### **Objection: "Why can't you just tell me the new price over the phone right now?"**

**Response:** Unfortunately, I do not have your original paperwork with the pricing in front of me. Our Sales Representative has all of that information.

It only takes 20 minutes, isn't it worth the time to see if we can put together a better price? If the new savings fit your budget great! If not, we can shake hands and part as friends. What time of day works better for our Sales Rep to stop out, mornings, afternoons, or evenings?

### **Objection: "I'm not ready or I want to hold off"**

**Response:** I can appreciate that Mr./Mrs. (last name), however, in the future if you were to have that work done, would you feel comfortable doing business with us?

Mr./Mrs. (last name), if in fact you did like our product and company, and the money was the only problem, then I feel that really might be worth your while to at least see what our Sales Rep has to offer. And quite frankly, if this was just a matter of a hundred dollars I would not be wasting your time with this call. It really is going to be quite substantial. Now understand he doesn't need much of your time. All he will do is review your project and present a new price. If you like it, then I hope we can earn your business, and if you don't like it, we will shake hands and part as friends.

### **Objection: "How long will it take?" or the last guy was here for 3 hours!"**

**Response:** Well Mr./Mrs. (last name), the Sales Rep is not coming out to do a demonstration. He realizes you've already seen the (product). He's coming out and he only needs a little bit of your time.

And again, if he puts a smile on your face with this new price then we can get together and do business. And if you're not impressed with this price, then we'll shake hands and still be friends. Fair enough? With that in mind, what time of days best for you, mornings, afternoons, or evenings?



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**Objection:** "Problems with Sales Representative"

**Response:** Our Sales Rep did that? Oh my gosh, Mr./Mrs. (last name) I apologize for that. We've been in business a lot of years and we're not in business this long by our reps saying things that, upsetting our customers. So let me apologize to you. I am making a note of that and I am going to share that with our Sales Manager and he/she will call you. What was the name of our Sales Rep who came out to see you?

**IF YOU HAVE ANY QUESTIONS, CONTACT: DAVID THIEL AT \_\_\_\_\_**